

Message Text

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SUBJ: FIRST QUARTER FY 1978 CCP REVIEW

REF: (A) FY 1978 CCP (B) STATE 306879

SUMMARY: FIRST QUARTER FY 1978 WAS VERY ACTIVE WITH MOST CCP GOALS BEING FULFILLED. REPORTING ON INVESTMENT CLIMATE HELD UP DUE TO DELAY IN PASSAGE RELEVANT LEGISLATION. POST PROCEEDING WITH REPUBLIC VISIT PROGRAM AND EMBASSY/CONGEN ORGANIZING ZAGREB FAIR EXHIBITION. END SUMMARY.

FOLLOWING DISCUSSION FOLLOWS FORMAT FY 1978 CCP.

1. CAMPAIGN #1: THE CHEMICAL INDUSTRY - DUE TO POSTPONEMENT OF TSS, ORIGINALLY SCHEDULED FOR DECEMBER 1977, UNTIL LATE MARCH 1978 PREPARATION OF LISTS OF KEY PROSPECTS AND PROMOTIONAL/RESEARCH CALLS TO SUPPORT TSS WERE NOT DONE IN FIRST QUARTER FY 1978. THERE WERE SEVERAL T.O.'S SUBMITTED ON MAJOR PROJECTS/INVESTMENT OPPORTUNITIES (E.G. TEXTILE DYES, TENDER ON GASLINE, FIVE CHEMICAL PLANTS - TREPCA).

THE EMBASSY/CONGEN ENCOURAGED YUGOSLAV ATTENDANCE AT THE DECEMBER CHEMICAL INDUSTRIES EXPOSITION THROUGH EMBASSY
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NEWSLETTER. CALLS WERE NOT MADE BECAUSE PETRO-CHEMICAL TSS WAS POSTPONED.

2. CAMPAIGN #2: AGRICULTURAL MACHINERY AND FOOD PROCESSING AND PACKAGING. THE EMBASSY/CONGEN HEAVILY PROMOTED JANUARY 1978 FROZEN FOODS TSS WITH ASSISTANCE OF COMMERCE TSS ADVANCE MAN DOLLISON WHO CAME THROUGH IN DECEMBER. IN PREPARATION

FOR TSS ADDITIONAL INFORMATION ON FP & P WAS SUBMITTED THROUGH DOLLISON. FTI ENTRIES WERE AUGMENTED AND FP & P EXHIBIT AT MILAN AND FOOD PROCESSORS EXPOSITION WERE PROMOTED THROUGH MAILINGS AND EMBASSY COMMERCIAL NEWSLETTER. AS RESULT OF EMBASSY PROMOTIONAL EFFORTS, GROUP TOUR OF ABOUT 15 BUSINESS-EN WAS EVENTUALLY ARRANGED FOR CHICAGO EXPOSITION. EMBASSY VISIT PROGRAM TO MACEDONIA PRODUCED A NUMBER OF POSSIBILITIES FOR U.S. TRADE AND INVESTMENT IN FP AND P FIELD. EMBASSY HAS ALSO PROVIDED SUBSTANTIAL SUPPORT TO GENERAL FOODS CORP. WHICH IS CONSIDERING A JOINT VENTURE IN YUGOSLAVIA AND IS NOW IMPLEMENTING A TEST MARKETING PROGRAM.

3. CAMPAIGN #3: MAJOR PROJECTS/PRODUCT OPPORTUNITIES - FIRST QUARTER WAS HIGHLIGHTED BY VISIT OF COMMERCE REP LEON WHO, ACCOMPANIED BY EMBASSY/CONGEN PERSONNEL, MET WITH REPRESENTATIVES OF MANY ORGANIZATIONS INCLUDING JUGEL, RAILWAY ASSOC., COMMITTEE FOR ENERGY AND INDUSTRIES, JUGOMETAL AND INA. VISIT RESULTED IN A NUMBER OF NEW CONTACTS AND ADDITIONAL INFORMATION ON MANY PROJECTS. DURING QUARTER EMBASSY/CONGEN SUBMITTED MANY T.O.'S. EMBASSY SUPPORT/CONSULTATION WITH WESTINGHOUSE REPRESENTATIVES ON MAJOR POWER PROJECTS WAS PARTICULARLY HEAVY (SEE PARA. 6 REFTEL). U.S. COMPETITIVENESS IN ELECTRIC PRLJECTS (E.G. KOSTOLAC) MAY WELL DEPEND ON PROMPT RESOLUTION SUPER-GUARANTEE ISSUE. EMBASSY VISITS TO MACEDONIA PRODUCED A NUMBER OF NEW LEADS WHICH WERE REPORTED TO DOC. RE REFTEL PARA (6) EMBASSY PLANS ON PREPARING REPORT UNCLASSIFIED

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ON MINING INDUSTRY BUT HAS BEEN DELAYED BECAUSE OF PRESS OF OTHER BUSINESS.

4. CAMPAIGN #4 - MACHINE TOOLS -. EMBASSY PROVIDED SUPPORT TO JOHN CONNOR OF NMTBA DURING HIS VISIT TO BELGRADE AND HAS BEEN ACTIVELY ENCOURAGING NMBTA PARTICIPATION AT SEPTEMBER 1978 ZAGREB FALL FAIR.

5. ACTIVITY #1: ANALYZING YUGOSLAV BUSINESS CONDITIONS - REPORTING ON ECONOMIC CHANGES REFERRED TO IN CCP HAS BEEN DELAYED IN MANY AREAS BECAUSE LEGISLATION/REGULATIONS HAVE STILL NOT BEEN PASSED BY GOVERNMENT (E.G. JOINT VENTURE LAW/ LAW ON INDUSTRIAL COOPERATION AND TECHNOLOGY TRANSFER). EMBASSY, HOWEVER, DID SUBMIT DETAILED TRENDS REPORT IN LATE SEPT 1977 AND REPORTING ON STATUS BANKING SYSTEM/DRUG TRADEMARK LEGISLATION HAS BEEN EXTENSIVE. WITH DEPARTMENT APPROVAL DUE DATE FOR REPORT ON YUGOSLAV INVESTMENT CLIMATE HAS BEEN DELAYED UNTIL END FEBRUARY.

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6. ACTIVITY #2: SPECIAL TRADE PROMOTION-- CONGEN ORGANIZED, AND EMBASSY ASSISTED IN PROMOTING, SUCCESSFUL WELL-ATTENDED NOV. 21-22 OFF-SHORE OIL DRILLING SEMINAR IN PULA. FOLLOWING SEMINAR CONGEN ZAGREB MET WITH MAJOR OIL ENTERPRISE TO REVIEW OPPORTUNITIES FOR INVOLVEMENT OF U.S. COMPANIES IN OFF-SHORE OIL PROJECTS. SCHEDULED OCT. 1977 DEPARTMENT OF LABOR SEMINAR WAS CANCELLED BECAUSE DEPARTMENT OF LABOR AND EMBASSY BELIEVED TOPIC OF SEMINAR WAS TOO BROAD. EMBASSY/CONGEN PROMOTED PROCESS CONTROLS EXHIBITION AT MILAN TRADE CENTER BY MAILING FLYERS TO OVER 100 KEY AND-USERS.

FOLLOWING SMALL BUT SUCCESSFUL SEPTEMBER 1977 U.S. EXHIBITION AT ZAGREB FALL FAIR EMBASSY/CONGEN DECIDED TO PROCEED WITH PLANS TO ORGANIZE LARGER EFFORT FOR SEPTEMBER 1978 FAIR. FIRM RECRUITMENT EFFORT BEGAN IN MID-DECEMBER FOLLOWING USIA AND DOC AGREEMENT TO PROVIDE TECHNICAL AND FINANCIAL SUPPORT. THE EMBASSY/CONGEN ATTACH PARTICULAR SIGNIFICANCE TO THIS EVENT AND IN THE COMING MONTHS WILL DEVOTE CONSIDERABLE EFFORT TO ENSURE SUCCESSFUL OUTCOME.

7. ACTIVITY #3: SUPPORT USYEC ACTIVITIES - DURING FIRST QUARTER EMBASSY/CONGEN ACTIVELY SUPPORTED USYEC. IN ADDITION TO PROVIDING NORMAL SUPPORT FUNCTIONS (E.G. KEEPING USYEC UNCLASSIFIED

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ABREAST OF NEW TRADE OPPORTUNITIES) AMBASSADOR EAGLEBURGER AND ECONOMIC COUNSELOR EVANS TRAVELED TO THE US TO PARTICIPATE IN THE DECEMBER USYEC MEETING IN WASHINGTON, THE AMBASSADOR

AND OTHER EMBASSY OFFICIALS ALSO CONFERRED WITH MESSRS. GREER AND WALKER WHEN THEY CAME THROUGH BELGRADE IN NOVEMBER 1977. ARRANGEMENTS HAVE BEEN MADE TO ENSURE USYEC SUPPORT IN THE ZAGREB FAIR RECRUITING EFFORT AND IN FOLLOW-UP EFFORTS TO THE EMBASSY REPUBLIC VISIT PROGRAM. RE PARA (4) REFTEL WE CONCUR THAT POST WORKLOAD IN SUPPORT OF ANNUAL USYEC MEETING WOULD BE LESSENERED IN ZAGREB OR BELGRADE. THIS IS A MUTE POINT HOWEVER SINCE DUBROVNIK HAS ALREADY BEEN SELECTED FOR CY 1978. IN ANY EVENT, MORE ATTRACTIVE LOCALE THAN ZAGREB OR BELGRADE WILL PROBABLY ALWAYS BE NECESSARY IF MAXIMUM PARTICIPATION IS TO BE ENSURED. WE BELIEVE DUBROVNIK FACILITIES AND USYEC PROPOSED TOPICS AND PROGRAM ARE MUCH BETTER THAN BUDVA'S AND ARE HOPEFUL POST WORK LOAD WILL BE LESS THIS YEAR.

8. ACTIVITY #4: FOREIGN BUYER PROGRAM - THE EMBASSY IS PUBLICIZING FBP SUPPORT EXHIBITIONS THROUGH MAILINGS IN ITS NEWSLETTER AND WHEN FEASIBLE ENCOURAGES GROUP TOUR ARRANGEMENTS.

9. ACTIVITY #5 - FTI - AS A RESULT RECENT FROZEN FOODS TSS AND FORTHCOMING CHEMICAL TSS EMBASSY HAS COMPILED LISTS OF FIRMS WHICH WILL BE INCORPORATED INTO FTI IN THIRD QUARTER FY 78.

10. ACTIVITY #6: COMMERCIAL NEWSLETTER - THE FIRST ISSUE OF THE REVISED NEWSLETTER WAS DISTRIBUTED IN MID-OCTOBER TO APPROXIMATELY 2500 BUSINESS ORGANIZATIONS. IT WAS A RESOUNDING SUCCESS WITH THE EMBASSY RECEIVING MANY COMPLEMENTS FROM YUGOSLAVS AS TO ITS APPEARANCE AND CONTENT. ALL FIVE UNCLASSIFIED

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ACTIONS SUGGESTED UNDER ACTIVITY #6 WERE UTILIZED IN ITS PREPARATION.

10. MISCELLANEOUS - OTHER FIRST QUARTER FY 1978 DEVELOPMENTS WORTHY OF NOTE INCLUDE:

A. Q ARRIVAL OF ROBERT MALSZ TO FILL NEW COMMERCIAL OFFICER POSITION.

B. VISIT OF ASSISTANT SECRETARY WEIL TO BELGRADE IN LATE NOVEMBER DURING WHICH COMMERCE SUPPORT EFFORTS FOR ZAGREB FAIR AND EMBASSY VISIT PROGRAM WERE DISCUSSED.

C. SUCCESSFUL OCTOBER VISIT OF TEXTRON BOARD OF DIRECTORS TO YUGOSLAVIA. TEXTRON IS FOLLOWING UP ON THIS VISIT AND AN INCREASED TEXTRON PRESENCE IN YUGOSLAVIA APPEARS LIKELY.

D. RACUBLIC VISIT PROGRAM - AMBASSADOR VISITED MACEDONIA

AND MONTENEGRO. EMBASSY EARLY DEC. MACEDONIA FOLLOW-UP
VISIT PRODUCED MANY TRADE/INVESTMENT POSSIBILITIES WHICH
WERE SAJMITTED TO DOC. ACTION REQUESTED: WOULD APPRECIATE
STATUS REPORT ON DOC FOLLOW-UP.
EAGLEBURGER

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